- **Cultural Awareness**
  o **DO** acknowledge and identify the differences between the unique characteristics that comprise cultural expressions versus artistic expressions
  o **DO** identify and seek to better understand the role that culture specifically, currently and potentially plays in connecting with, supporting and improving the community overall
    ▪ Economic stimulant
    ▪ Social cohesive
    ▪ Source of community pride
    ▪ Tourism attractant
    ▪ Educational tool
    ▪ Others?
  o **DON’T** assume that your personal cultural norms and values are representative of the norms and values of other cultures

- **Relationship Building**
  o **DO** identify the unique cultural resources and attractants that comprise your community
  o **DO** identify the specific cultural communities and practitioners that comprise your community
  o **DO** seek to understand the unique challenges that your community’s specific cultural communities and practitioners face
  o **DO** seek to raise awareness about and support for the interests and challenges that are specifically expressed by cultural communities and practitioners
  o **DON’T** assume that you are aware of and/or have relationships with all of the cultural communities comprising your community
  o **DON’T** assume that you can identify or task one individual to represent an entire cultural community
  o **DON’T** assume that you are able to speak on behalf of a cultural community if you are not a member of that particular cultural community
  o **DON’T** add to, borrow from or attempt to enhance the expressions of cultural communities and practitioners without their specific approval

- **Support & Investment**
  o **DO** view and value the cultural sector and economy as separate and distinct elements from the arts sector and economy
  o **DO** proactively seek out opportunities to engage with, support and cultivate the initiatives, programs and projects that cultural communities and practitioners are currently implementing or developing
  o **DO** seek direct advisement and direction from cultural communities and practitioners themselves on how to most appropriately support their efforts and address their concerns
  o **DO** support cultural communities and practitioners in the specific manners that they suggest and require
  o **DO** proactively seek opportunities to involve cultural practitioners and communities in current community based events, programs and initiatives
  o **DO** compensate Cultural practitioners at a pay rate commensurate with Artists
  o **DO** proactively seek to employ representatives from cultural communities in gate-keeper positions to ensure more and better access to support and funding opportunities for cultural communities and practitioners
  o **DON’T** assume that current resources and support strategies for Arts & Culture adequately address or support the unique and specific needs or goals of the cultural sector and economy